

## Dell Rapids Chamber of Commerce

Date of meeting: October 8, 2024

6:30 PM River Community Church

**Chamber Board Members in Attendance:** Officers: President-Amber Larson, Vice-President: Nate O'Bryan, Board Members: Mark McGraw and Theresa Durfee and Executive Director-Matt Larson

**Others in Attendance:** Rebecca Fritz – Fit Lawn

The meeting was called to order by President Amber Larson.

**Approval of Minutes:** Mark made a motion to approve the September Secretary minutes as printed; second by Nate; minutes approved.

**Treasurer's Report:** Amber provided report: Deposits \$134, Expenses \$5,986. Mark made a motion to approve the Treasurer's report; second by Jessica; report approved.

**Guests to be Heard:** None

### **Old Business:**

1. **Open Board Member Positions:** We welcomed Lacey Pickard (Pinz) and Amber Uphoff (Anderson Insurance) as new board members. Mark made a motion to approve Lacey to fulfill the open position through March 2027 and Amber to fulfill the open position through March 2025; second by Theresa; motion approved.
2. **Downtown Trick or Treat:**
  - a. 2 selfie stations & bag table; Nate will be in charge of punch board; Josh will have sound system for music and allow children to tell jokes on microphone; Fit Lawn will man the selfie stations
  - b. Oct 23<sup>rd</sup> 6 pm meet at JR Alterations to stuff punchboard cups
  - c. Amber L to make a promo sign with QR codes of all events/contests
  - d. We will put up sawhorses to let people know of the event in the morning & close the street at 3 pm officially
  - e. Event is held 4:00 – 6:30 pm. Theresa is doing a good job leading the event.
3. **Small Business Saturday:**
  - a. November 30<sup>th</sup>
  - b. Possibly start the grinch scavenger hunt that Saturday
  - c. Matt will create a video to promote the day and invite people to town
  - d. Nate will see if we can order promotional items
4. **Christmas at the Dells:**
  - a. December 6<sup>th</sup> – 8<sup>th</sup>. Nate is leading the event committee.
  - b. We'll put together a document of business specials as we receive them
  - c. Look at Bitly & Google forms to use for Grinches instead of Jotform since Jotform limits us
  - d. Nate shared an idea called 31 (or 25) days of Christmas or 25 that would highlight a different business each day & details on a Scrooge Contest in which several prominent people throughout the town compete to collect goods for the food pantries. We'd have the winner as the parade marshal. He'll do some more work on these ideas
  - e. Casey will light the Christmas tree before the parade since he's the 2023 Citizen of the Year
  - f. Try to get the first schedule out within the next couple of weeks – update as we get events added
  - g. Mark will talk with businesses outside of Dells & Matt will talk with Dells businesses for parade.

### **New Business:**

1. **Board Positions:** Due to the hiring of the new Executive Director and new board members, we reviewed and made the following changes to the board positions. These roles will be held through the March 2025 meeting. President – Nate O'Bryan; Vice President – Amber Larson; Secretary – Theresa Durfee; Treasurer – Amber Uphoff. Board Members: Jessica Grib, Mark DeGraw, & Lacey Pickard. Theresa motioned & Mark second; motion carried.
  - a. Along with these changes, we will begin requiring two signatures on checks as soon as we can get the changes made at the bank. Nate O'Bryan, Amber Uphoff, and Matt Larson will be the authorized signers.

2. December Meeting Discussion: The December meeting will be held on Wednesday, December 11<sup>th</sup> instead of Tuesday, December 10<sup>th</sup>.

**Executive Director's Report:**

Matt sent out emails and surveys to 145 businesses. Has meet with a few businesses and has more meetings scheduled. He met with Eric Hortness from Madison's Chamber director to get insight from another executive.

He attended a Strategic Planning community leader meeting for Economic Development last week, along with Amber and Nate. A big takeaway is that the Chamber is looked at as being a main collaborative group in town and a coordinator for town events. There are several groups in town conducting strategic planning at this time, as we will be in the near future. It would be beneficial to collaborate with the other groups.

**Upcoming Events:**

1. Downtown Trick or Treat: October 25, 2024
2. Christmas at the Dells: Dec 6<sup>th</sup> – 8<sup>th</sup>, 2024

**Adjourn:** Mark made a motion to adjourn the meeting; Amber U seconded.

**Next Meeting:** November 12th, 2024, 6:30 pm, River Community Church

**Minutes Taken By:** Amber Larson